

**SYSTEM AND METHOD FOR ENHANCING CUSTOMER
RELATIONSHIPS BY PROVIDING E-INTERACTION AIDS
WITHIN A STORY**

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Abstract of the Disclosure

A system and method develops customer relationships with readers/viewers of a media for relating a story. The story has a title, a body, an end, and dramatically created points of interest interspersed throughout the body. The system includes the media, a media storage device, the media being stored therein, and a customer relationship management module (CRMM). The media has at least one contact aid encoded in the body of the story proximate a point of interest. Upon a user selection, the contact aid aids in establishing a channel of communication from which the reader/viewer can interact with the CRMM regarding the point of interest. The CRMM captures information about the reader/viewer and analyzes the captured information, serving up appropriate portions of supplemental data to the reader/viewer. The contact aid is associated with an author or a character of the story.